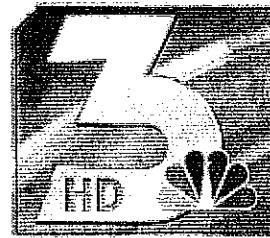


ORDER



KSNV

Orders	Order / Rev:	103613	Alt Order #:	06830213	Product Desc:	HELLER FOR SENATE	Estimate:		Primary AE:	Amy McCreary
	Flight Dates:	08/08/12 - 08/14/12	Original Date / Rev:	06/27/12 / 07/17/12	Order Type:	GENERAL			Sales Office:	BLPHI
								Sales Region:	National	
Agency	Name:	Strategic Media Services, Inc.			Billing Type:	Cash				
	Buying Contact:				Billing Calendar:	Broadcast				
	Billing Contact:	3299 K St. NW Washington, DC 20007			Billing Cycle:	EOM/EOC				
					Agency Commission:	15%				
Advertiser	Name:	Heller, Dean for U.S. Senate <i>Revised</i>			New Business Thru:					
	Demographic:	A35+			Order Separation:	00:15:00				
	Product Codes:	PLC01			Advertiser External ID:					
	Priority:	SELECT PRIORITY CODE			Agency External ID:					
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN								

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/14/12	29	\$20,850.00	29	\$17,722.50	0.00	
			Totals	29	\$20,850.00	\$17,722.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$20,850.00
Market	100%	\$90,652.17

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$32,634.78
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$16,317.39
KTUD	1%	\$906.52
KVVU	15%	\$13,597.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$6,345.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/Wagners	5-6a		--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
Start Date		End Date	Weekdays		Spots/Week	Rate		Rating							
Week: 08/06/12		08/12/12	--WTF--		3	\$400.00		0.00							

Order / Rev: 103613
 Alt Order #: 06830213
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12 - 08/12/12															
E 2	KSNV	08/13/12	08/14/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 - 08/19/12															
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 - 08/19/12															
E 4	KSNV	08/08/12	08/08/12	M-F 6-7a WakeUp w/WagM	6-7a		--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12 - 08/12/12															
E 5	KSNV	08/09/12	08/09/12	Today Show	CM	658a-9am	---T---	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12 - 08/12/12															
E 6	KSNV	08/08/12	08/10/12	M-F Early News	CM	5-630p	--W-F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12 - 08/12/12															
E 7	KSNV	08/14/12	08/14/12	M-F Early News	CM	5-630p	--T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 - 08/19/12															
E 8	KSNV	08/08/12	08/10/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12 - 08/12/12															
E 9	KSNV	08/13/12	08/14/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 - 08/19/12															
E 10	KSNV	08/08/12	08/08/12	Face to Face w/ Ralston	CM	730-758pm	--W----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12 - 08/12/12															
E 11	KSNV	08/08/12	08/09/12	Olympics Late News 3	CM	11pm-12:35am	--WT---	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
Late News during Olympics															
NEWS AFT OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12 - 08/12/12															
E 12	KSNV	08/11/12	08/12/12	Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12 - 08/12/12															
E 13	KSNV	08/12/12	08/12/12		CM	11pm-12:35am	-----S	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00

Order / Rev: 103613
Alt Order #: 06830213
Flight Dates: 08/08/12 - 08/14/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Olympics Late News 3											
				Late News during Olympics											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/06/12	08/12/12	-----S		1	\$1,500.00	0.00					
E 14	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURM		6a-7a		-----S-		:30	1	\$350.00	1	0.00	NM
				News 3 Sunrise SATURDAY											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/06/12	08/12/12	-----S-		1	\$350.00	0.00					
E 16	KSNV	08/08/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM		--WTF--		:30	1	\$750.00	1	0.00	NM
				News 3 Olympic Zone											
				OLY ZONE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/06/12	08/12/12	--WTF--		1	\$750.00	0.00					
E 17	KSNV	08/08/12	08/10/12	Wake Up Early w/ Wagners	CM	430a-5a		--WT---		:30	2	\$150.00	1	0.00	NM
				Wake Up Early Wagners											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/06/12	08/12/12	--WT---		2	\$150.00	0.00					
E 18	KSNV	08/14/12	08/14/12	Noon News	CM	12-1230pm		-T-----		:30	1	\$425.00	1	0.00	NM
				Noon News											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-T-----		1	\$425.00	0.00					
N 19	KSNV	08/13/12	08/13/12	Noon News	CM	12-1230pm		M-----		:30	1	\$425.00	1	0.00	NM
				Noon News											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	M-----		1	\$425.00	0.00					
N 20	KSNV	08/13/12	08/13/12	Wake Up Early w/ Wagners	CM	430a-5a		M-----		:30	1	\$200.00	1	0.00	NM
				Wake Up Early Wagners											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	M-----		1	\$200.00	0.00					